

## INOBTR FAQs

- **What is INOBTR?**
  - INOBTR: *Missouri's Coalition to Delete Online Predators* is Missouri's comprehensive communications campaign, working in partnership with Missouri's Project Safe Childhood to unite the state in its battle to protect Missouri's children. The goal of this campaign is to increase education in the state through access to programs and tools to protect children against these crimes while also increasing the involvement and support of corporations and community leaders in this fight. A partnership between schools, parents, educators, law enforcement and teens; INOBTR is the tool Missouri can turn to for the latest information on how to make a difference in their community.
- **Where did the name INOBTR come from?**
  - INOBTR is an abbreviated form of "I Know Better." It was created as a reflection of the Internet lingo used in blogs, emails and text-messages.
- **How will the INOBTR campaign be funded?**
  - INOBTR is currently funded by private sector sponsorship. St. Louis-based business leader and philanthropist Steven Schankman has been the driving force behind the INOBTR campaign since its inception and has made a lead gift of \$100,000 to start the campaign. He is heading up the private sector initiative and will work with Missouri businesses to raise funds and general support.
- **What is Project Safe Childhood?**
  - Project Safe Childhood is a national initiative launched by Attorney General Alberto Gonzales and the U.S. Department of Justice. Missouri U.S. Attorneys Hanaway and Schlozman have crafted Missouri's Project Safe Childhood initiative as an aggressive, innovative way to stop the threat of sexual predators online.
- **Why focus on the Internet?**
  - Online predators often use the Internet as a gateway into children's homes and into their lives. INOBTR's goal is to educate adults as well as children and teens about the danger of online predators.

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## INOBTR FAQs (cont.)

- **Are online predators really that big a problem?**
  - The United States Attorneys' offices for the Western and Eastern District of Missouri have seen annual child sex offense cases triple between 2002 and 2005, approximately one-fourth of these cases involve children being lured over the Internet or the actual production of child pornography.
  - Overall harassment of youth online went up 50% from 1999 and 2000 compared to 2005.
  - According to a survey by the National Center for Missing & Exploited Children, one-third of all Internet users between the ages of 10 and 17 have been exposed to unwanted sexual material. The study attributes this in part to aggressive tactics by pornography marketers.
  - A U.S. Department of Justice survey states 1 in 5 girls and 1 in 10 boys admitted to being sexually solicited on the Internet. Less than 10% of solicitations are reported to the authorities, teachers, help lines ...or parents.
  - Missouri is 8<sup>th</sup> in the nation when it comes to the number of offenders listed in state registries. (Source: Family Watchdog, LLC. 2005-2006)
- **Where can I go to get more information about INOBTR?**
  - Although set to officially launch in January 2007, [www.inobtr.com](http://www.inobtr.com) is making available now all media material regarding INOBTR plus links to partner organizations and the Project Safe Childhood initiative. When it officially launches, [www.inobtr.com](http://www.inobtr.com) will provide comprehensive information about the *Missouri Coalition to Delete Online Predators* efforts in the state, as well as prevention tips and links to other resources for parents, teachers and kids.

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